

# COMMUNICATING DEVELOPMENT



## A Resource Guide for Development Organizations and Community Groups

**IRADA**

Institute for Research, Advocacy and Development

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Researched by: Amjad Bhatti

Technical Inputs: Adnan Rehmat, Programs Manager IMS Pakistan and Muhammad Aftab Alam  
Legal, Regulatory & Professional Codes Expert IMS Pakistan.

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# **1. INFORMATION AND COMMUNICATION THE THEORETICAL FRAMEWORK**

# 1.1 What is information?

Information is important because it influences behavior of persons, people and society and, from a social development perspective, mean the difference between passivity and action. But what exactly is information?

Some definitions:

- Information is a collection of facts about a situation, person, event, etc.
- Information is knowledge communicated or received about a specific fact or circumstance.
- Information is a collection of data that is:
  - I. Accurate and timely,
  - II. Specific and organized for a purpose,
  - III. Presented within a context that gives it meaning and relevance, and,
  - IV. Can lead to an increase in understanding and decrease in uncertainty.
- Information is stimuli that provide meaning in some context for its receiver. When information is entered into and stored in a computer, it is generally referred to as data. After processing (such as formatting and printing), output data can again be termed as information.

## 1.2 The Information cycle

**The information cycle** is a model of the processing of information by news media and researchers in which information goes through various stages of reporting and publication.

In the cycle model, information about an event starts out as a **news story**, presented first on the Internet, television, radio and newspapers; then magazines; and then it moves on to scholarly research published in academic journals, conferences, or books; and finally, if the information is considered important enough, it ends in **reference** works such handbooks and encyclopedia.

In short, as information passes through the various stages, its **content** and **presentation** changes. The initial news coverage may take place as events unfold, and offers only basic information in terms of “**who, what, where and when.**” News

magazines will offer more background information, adding the fifth ‘W’ – “**why,**” especially in less frequently appearing specialized periodicals.

This model is commonly considered part of **information management systems**. Information flow in this model can be thought of as a cycle because, conceptually, published information is expected to spark new ideas which in turn can potentially pass through similar stages.

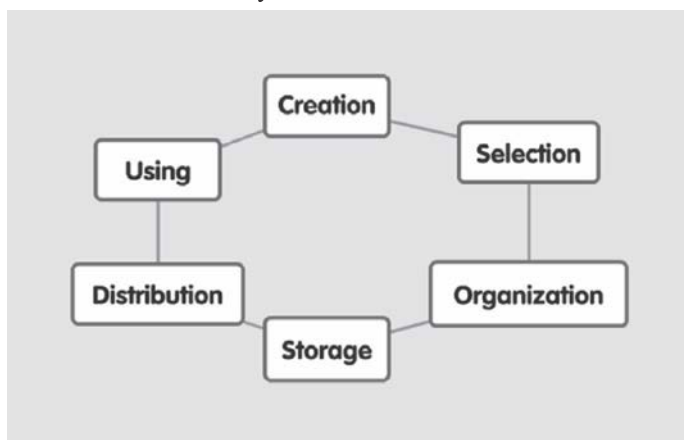
The information cycle is the **progression of media coverage** of a newsworthy event. Understanding the information cycle can help you determine what kind of information you will deal with – both in terms of dissemination and access – with a view of target audiences and sources.

The following is an approximation of the Information Cycle:

- After an **EVENT**, information about that event becomes available in a pattern similar to this:
- **THE DAY OF** (the event) – Television, social media, and the Web (e.g., Geo TV, Dawn.com, Facebook, Blogs, Humsub, etc.)
- **THE WEEK OF** (the event) – Newspapers (e.g., Dawn, Express Tribune, Jang, Nawa-i-Waqt, etc.)
- **WEEKS AFTER** (the event) – Magazines (e.g., Herald, Newsline, The Friday Times, Akhbar-e-Jahan, etc.)
- **MONTHS AFTER** (the event) – Academic/Scholarly Journals (e.g., Tajziat, etc.)
- **A YEAR AFTER** (the event) – Books, government publications, reference collections (e.g., popular titles, reference reports, project reports, etc.)

Some of the largest repositories of information and data include the government, the academia, the social development sector and the business sector.

As managers of the repositories of information in your organization you will generally deal with the following **information management cycle** before serving as communicators of the information you have:



## 1.3 What is communication?

‘Media’ is plural of ‘medium.’ And medium is the shortest distance between points A and B. Communication is information shared between points A and B.

The following are some definitions of communications:

- Communication is conveying messages by exchanging thoughts and information.
- Communication is the conveying of information through speech, visuals, signals, writing or behavior.
- Communication is an action that confers knowledge and experience, provides advice or seeks answers through questions.

Communication requires a sender, a message and a recipient. However, the receiver may not be present or aware of the sender’s intent to communicate at the time of communication. Usually the communication process is complete once the receiver has understood the message of the sender.

The art of communication draws on your understanding of yourself, your message and how you communicate it to an audience that is simultaneously communicating back to you. Your anticipation, your reaction and adaptation to the process determine how successfully you are able to communicate.

## 1.4 What is development communication?

It is important to understand ‘Development’ before understanding ‘Development Communications’

*All that is valuable in human society depends upon the opportunity for development accorded the individual.* ~Albert Einstein

### **What is ‘Development’?**

Historically, development has been defined as a ‘desirable social change as progress of a given society.’

Over the last few decades development has been redefined. According to the United Nations Development Program (UNDP), development is ‘to lead long and healthy lives, to be knowledgeable, to have access to the resources needed for a decent standard of living and to be able to participate in the life of the community.’

By this definition, development does not simply mean being ‘rich’ but means putting the wealth and the resources to such use that it ensures a decent standard of living for the populace, including access to health services, education and all other services necessary for to lead a healthy, productive life.

## What is ‘Human Development’?

Development was globally seen in pure economic terms till the mid-1980s. However, by the start of the 1990s, a new approach towards development took hold. Experts started to attach more significance to the quality of life and opportunities available to individual human beings.

UNDP includes four key components of human development that enable people to live better lives and improving the chances for people to reach their potential. These are:

- A healthy life
- A good education
- Participation right
- Sources for a dignified existence

## Measuring Human Development

When you start thinking of development in more than economic terms the concept becomes vast and difficult to measure. UNDP includes three key indicators on its human development index:

- **Longevity; measured by life expectancy** — The use of life expectancy as one of the principal indicators of human development rests on three considerations: the intrinsic value of longevity, its value in helping people pursue various goals and its association with other characteristics, such as good health and nutrition.
- **Knowledge; measured by literacy** — Literacy figures are only a crude reflection of access to education, particularly to the good quality education so necessary for productive life in modern society. But literacy is a person's first step in learning and knowledge-building, so literacy figures are essential in any measurement of human development.
- **Command over resources; measured by Gross National Income Per Capita** — GDP is the most widely available income indicator, but various variable per capita income data in nominal prices are not very useful for international comparisons. Such data can, however, be improved by using purchasing power-adjusted real GDP per capita figures, which provide better approximations of the relative power to buy commodities and to gain command over resources for a decent living standard.

## Integral Factors for Human Development

The UNDP offers the following minimum integral factors necessary for human development:

- **Equity:** Equal opportunities for all. Special emphasis is placed on equity of human development between men and women and various social groups.
- **Empowerment:** Freedom of the people to influence, as the subjects of development, decisions that affect their lives.
- **Cooperation:** Participation and belonging to communities and groups as a means of mutual enrichment and source of social meaning.
- **Sustainability:** Meeting the needs of today without compromising the ability of satisfying the same by future generations.
- **Security:** Exercise development opportunities freely and safely with confidence so that they will not disappear suddenly in the future.
- **Productivity:** Full participation of people in the process of income generation and gainful employment.

## What is ‘development communication’?

Simply, development communication refers to the use of communication for human development

Development communication engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes information exchanges to bring about positive social change via sustainable development.

Development communication techniques include information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change and community participation.

Development communication has been labeled the ‘Fifth Theory of the Press,’ with “social transformation and development” and “the fulfillment of basic needs” as its primary purposes.

Here are some definitions of development communication:

- [Nora Quebral]: “Development communications is the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfilment of the human potential.”
- [Melcote and Steeves]: “Development communication is ‘emancipation communication’ aimed at combating injustice and oppression”
- [Eskine Childers]: “Development communications is a process of adequate accounting of human behavioral factors in the design of development projects and their objectives.”

- [World Bank]: “Development communication is the integration of strategic communication in development projects based on a clear understanding of indigenous realities,”
- [UNICEF]: “Development communication is the two-way process of sharing ideas and knowledge using a range of communication tools and approaches that empower individuals and communities to take actions to improve their lives.”
- [The Thusong Center]: “Development communication is the process of providing communities with information they can use in bettering their lives, which aims at making public programs and policies real, meaningful and sustainable.”

In short, development communication is the planned and systematic application of communication resources, channels, approaches and strategies to support the goals of socio-economic, political and cultural development.

Development communication is essentially participatory because participation translates into individuals becoming active in development programs and processes, contribute ideas, take initiative and articulate their needs and their problems, while asserting their autonomy.

## 1.5 Development and media

**DISCUSSION:** The basic roles and functions of media

**EXERCISE:** Ask the following questions and get answers from participants, generating brief discussions for answers for each question.

Q1: What is the Media’s principal role?

*Being the guardian of public interest – identify public interest groups: women, men, children, marginalized / disenfranchised communities, the underdogs and the voiceless. Which is the biggest of these public interest demographic group? Why?*

Q2: What are Media’s core functions?

*To inform, educate, help form opinions*

Q3: Who are Media’s core consumers?

*Individuals, communities and specific audiences. Ask for, and give, specific examples.*



## **GROUP WORK:** Development themes in media

**EXERCISE:** Split participants in two groups and have each come up with 10 ways media's perceptions about development can be changed and perspectives of communities better represented based on the following questions:

Q1: What are Media's general assumptions about development?

Q2: What are the key categories of development themes that media in Pakistan usually cover in their news and talk shows? Identify at least 10 categories.

Q3: Which ones of these development themes do NOT generate people's and communities' perspectives, especially in the context of gender? Why?

Q4: Why are development themes opinionated rather than fact based?

## **1.6 Pakistan's media landscape**

The following are some key characteristics and statistics related to the media landscape in Pakistan based on data from Freedom Network ([www.fnpc.org](http://www.fnpc.org)):

### **Overview of media: numbers and figures**

- **ELECTRONIC MEDIA:** Pakistan opened up its airwaves for private ownership only in 2002 after establishment of PEMRA. Before that for 55 years there were virtually no independent TV channels or radio stations.
- In 2002 there was only 1 TV channel – govt owned; no independent channel. In 2016 there are over 100 TV channels – 4 govt owned; the rest are independent, licensed by PEMRA.
- In 2016, at least 27 independent TV channels are round-the-clock – 24/7 – news and information channels of which half are in ethnic languages such as Pashto, Punjabi, Seraiki, Balochi and Sindhi.
- In 2002 there was only 1 radio station – govt owned; no independent radio. In 2016 there were over 150 independent FM stations on air across the country. There were also around 50 govt-owned FM stations.
- In 2002 there were about 150,000 Internet users in Pakistan. In 2016 there are over 45 million active Internet users.
- In 2002 there were hardly any news websites – in 2016 there are dozens of news websites in English, Urdu, Sindhi and Pashto languages. However, reliable, professional web-only news websites are few.

- **PRINT MEDIA:** Pakistan has always had independent print media but low circulation figures. In 2002 there were about 1,100 dailies, weeklies and monthlies; in 2016 there are about 1,800 of them.
- In 2002 the newspaper circulation figure was around 3 million. In 2016 the newspaper circulation figure has climbed to over 6 million.
- There are about 5 readers per newspaper copy – the total number of daily newspaper readers is around 30 million in a country of 200 million.

#### **Journalists – numbers, qualification and standards**

- The rapid expansion of Pakistan’s media since 2002 has increased the numbers of journalists without enhancing the capacities to produce qualified professionals, thereby affecting standards and quality of journalism.
- From about 2,000 journalists in 2002, the number of journalists in 2016 had grown to over 18,000. Over 12,000 are members of Pakistan Federal Union of Journalists – the rest are on the waiting list for membership.
- Less than 5% of 18,000 journalists in Pakistan are women – so, around 750.
- Two-fifths of the journalists – about 4,000 – of the journalists are based in the districts.
- Over 60% of journalists who joined the profession after 2002 don’t have journalism degrees or proper qualifications (obtained after joining the profession). Nearly half of the journalists in the districts don’t have an Internet connection or use an email.
- In 2002 there were 12 journalism schools/departments at universities in Pakistan. In 2016 there are over 30. However, most offer degree courses for tomorrow’s journalists, not today’s journalism practitioners.
- There is no institutionalized interface between the media industry and the media education sector.
- There are over 250 press clubs across Pakistan.

## **Risky media environment**

- Pakistan is a difficult place to practice journalism because of violence, extremism and terrorism and high-handed attitude of security forces such as police and other law enforcement agencies, as well as militant groups, non-state actors and others.
- Since the start of 2000, at least 115 journalists and media workers have been killed in Pakistan in the line of duty. Of these over 80 were target killed while the others died in bombings and suicide attacks in public places.
- The fatal casualty averages: one journalist killed in Pakistan every 46 days for the past 15 years and one journalist every 30 days in the last 6 years.
- Journalists routinely receive threats and are intimidated by a range of actors, including police, politicians, militants, terrorists, business groups and other vested interest groups.
- The government and media regulators have issued over 150 gag orders and forced censorship in the last 10 year.
- Self-censorship is routine – the journalists in conflict areas in particular are heavy practitioners of self-censorship to avoid the threat of violence.

## **2. INFORMANTION & COMMUNICATION - LEGISLATIVE FRAMEWORK**

## 2.1 Constitutional Framework

Prior to the passage of the 18<sup>th</sup> constitutional amendment, it was only Article 19 – right to freedom of expression – that had concomitant and interpretative relation with the freedom of information. But, mainly this Article provides the parameters of free speech and media freedom as well as limits on these freedoms. It states:

*Every citizen shall have the right to freedom of speech and expression, and there shall be freedom of the press, subject to any reasonable restrictions imposed by law in the interest of the glory of Islam or the integrity, security or defence of Pakistan or any part thereof, friendly relations with foreign States, public order, decency or morality, or in relation to contempt of court, [commission of] or incitement to an offence.*

As mentioned above, the Article seems to be silent regarding the right to information or freedom of information. However, it was assumed that the freedom of information is given as part of the freedom of speech and expression. The Supreme Court (PLD 1993 SC 473, Muhammad Nawaz Sharif vs. President of Pakistan) held that “*right of citizens to receive information can be spelt out from the ‘freedom of expression’ guaranteed by Article 19 subject to inhibitions specified therein and such right must be preserved.*”

Considering explicit absence of reference to ‘right to information’ (RTI) in Article 19, a new Article i.e., Article 19A was inserted in the Constitution through the 18<sup>th</sup> Amendment in 2010. As a result of this, Pakistan joined a small community of those countries, which recognized RTI as a constitutional right. Article 19-A states:

*“Right to information: – Every citizen shall have the right to have access to information in all matters of public importance subject to regulation and reasonable restrictions imposed by law.”*

In famous Memo Gate Case (PLD 2012 SC 292), the Supreme Court declared that “*Article 19A of the Constitution has empowered the citizens of Pakistan by making access to information a justiciable right of people...*” The Court further stated that this Article has “*enabled every citizen to become independent of power centres, which therefore were in control of information on matters of public interest.*”

## **2.2 Legal Framework on Information**

The work on right to information in Pakistan started in 1990 when Professor Khurshid Ahmed, Naib Amir of Jamaat-i-Islami, introduced a Private Members Bill in the Senate in this regard. However, the Bill could not attract the attention of the House. Later in 1990s, the government of former Prime Minister Benazir Bhutto established an anti-corruption committee, headed by late Malik Qasim, to look into the causes of corruption and make recommendations. One of the key recommendations of the committee was the enactment of a freedom of information law. Later, the caretaker government of Malik Miraj Khalid promulgated an ordinance on freedom of information in 1996-97. The Ordinance promulgated by the caretaker government of Malik Miraj Khalid lapsed, as the elected government of Nawaz Sharif (1997-1999) did not present it before the Parliament for enactment.

The Freedom of Information (FOI) Ordinance, 2002, was the first legal instrument, which recognized the freedom of access to information as a statutory right. The FOI Ordinance was promulgated by President General Musharraf in October 2002 and is applicable to the Federal government only. Similar laws (replicas of the Freedom of Information Ordinance, 2002) were also promulgated/enacted in the provinces of Balochistan (2005) and Sindh (2006). Being limited in scope and application, complicated in procedural aspects and restricted in providing access to information, these laws were termed as ineffective by civil society groups.

### **Post 18<sup>th</sup> Amendment Legal Framework**

The inclusion of Article 19A changed the paradigm and debate on information in the country. Previously, entire debate was revolving around the freedom of information. As a result of Article 19A, the discourse of information moved to ‘right to information’. The Article 19A requires further legislation to detail out the process of access to information and list down ‘exempted information’. Therefore, all provinces as well as federal government are supposed to enact right to information laws for their respective jurisdictions. In response to the requirement of this Article, KP and Punjab introduced progressive and robust right to information laws in 2013. The laws are known as the Khyber Pakhtunkhwa Right to Information Act 2013 and the Punjab Transparency and Right to Information Act 2013.

### **Local government laws**

Local government system is based on the premise of governance at the grass-root level. Transparency and disclosure of information are supposed to be the hallmarks of the system. However, each of the local government laws in four provinces and Islamabad Capital Territory has different treatment for public disclosure of information and recognizing right to information.

The ICT Local Government Act (Section 112), Punjab Local Government Act (Section 140) and Sindh Local Government Act (Section 154) recognize citizens’

right to information i.e. demand side. However, local government laws in Balochistan and Khyber Pakhtunkhwa are silent in this regard.

## **2.3 Information accessible through legal instruments**

### **Information Accessible under FOI Laws**

Following categories of information are accessible under Freedom of Information laws (Balochistan, Federal and Sindh):

- policies and guidelines;
- transactions involving acquisition and disposal of property and expenditure undertaken by a public body in the performance of its duties;
- information regarding grant of licenses, allotments and other benefits and privileges and contracts and agreements made by a public body;
- final orders and decisions, including decisions relating to members of public; and
- any other record, which may be notified by the Federal / provincial Government as public record for the purposes of this Ordinance / Act.

### **Information Accessible under RTI Laws**

#### **The Punjab Transparency and Right to Information Act, 2013:**

Following information is accessible:

All information, other than expressly exempted by the Act, held by a public body and includes any memo, book, design, map, contract, representation, pamphlet, brochure, order, notification, document, plans, letter, report, accounts statement, project proposal, photograph, audio, video, drawing, film, any instrument prepared through electronic process, machine-readable documents and any other documentary material regardless of its physical form or characteristics are accessible under the law.

Public body means

- a [provincial] department, attached department, autonomous or semiautonomous body of the Government, a company of the Government or a special institution;
- a local government constituted under the Punjab Local Government Act 2013 (XVIII of 2013) or any other law for the time being in force;
- Secretariat of Governor of the Punjab;
- any court, tribunal, office, Board, Commission, Council, or other body substantially financed by the Government;

- Provincial Assembly of the Punjab;
- statutory body established under a provincial law; and
- a non-government organization substantially financed by the Government or a local government;

### **The Khyber Pakhtunkhwa Right to Information Act, 2013:**

Following information is accessible under.

Except information exempted under the Act, all the record and information held by a public body are accessible to the citizens. The Act include following bodies in the definition of the ‘public body.’

“Public body” means:

- any department or attached department of the Government;
- Secretariats of Chief Minister and Governor of the Khyber Pakhtunkhwa;
- Secretariat of the Provincial Assembly, Khyber Pakhtunkhwa along with the Members of the Assembly and the Assembly itself;
- any Office, Board, Commission, Council or any other Body established by, or under, any law;
- subordinate judiciary i.e. Courts of District and Sessions Judges, Courts of Additional District and Sessions Judges, Courts of Senior Civil Judges, Courts of Civil Judges and Courts of Magistrates;
- Tribunals;
- anybody which is owned, controlled or substantially funded by one of the above, including enterprises owned by the Province; and
- any other body which undertakes a public functions.

## **2.4 How to access information: formats, process and mechanisms**

### **Access to Information under FOI laws**

Any citizen of Pakistan can request for information using application form as given in (Annexure -1: step-wise guidance to request for information) to the designated officer, where such officer is designated, or head of the public body (Section 10). The laws (Section 9) make it binding on the public officials to take necessary steps to assist a requester in the process of obtaining information.

Procedure for disposal of applications (Section 13)

Key features of this procedure are as under:



Designate officer will provide the information within 21 days of the receipt of the information request.

If the information is denied for any reason, the designate officer will describe the reasons in writing.

The designate officer would certify that the information provided is correct. (detailed procedure is given in Annexure -1)

### **Access to Information under RTI laws**

#### **Khyber Pakhtunkhwa Right to Information Act, 2013**

Under Section 7 of the Act, every citizen may lodge a request for information with a public body through the designated officer. A request for information shall be made in writing and lodged in any manner in which the public body has the facilities to receive it, including in persons, by mail, by fax or by email. Any written request for information which identifies the information or record sought in sufficient detail to enable the public body to locate it, and which includes an address for delivery of the information or record, shall be treated as a request for information.

Designated official are under a duty (Section 8) to take all reasonable steps to assist any requester who needs such assistance. In particular, a designated officer shall assist any requester who is having problems describing the information sought in sufficient detail to enable the public body to locate that information, or who needs help due to disability. Moreover, where a requester is unable to provide a written request, a designated officer shall reduce the request into writing, and provide the requester with a signed, date copy of it.

A public body shall be required to respond to a request for information as soon as possible and in any case within ten working days of the receipt of request (Section 11). Anyone who believes that his request has not been dealt in accordance with the provisions of this Act has the right to lodge a complaint with the Information Commission to this effect (Section 23).

#### **Punjab Transparency and Right to Information Act, 2013**

A citizen of Pakistan or a legal person registered or incorporated in Pakistan can make an application for right to information (Section 3) to a public body through its designated public information officer.

An applicant may make an application to a public information officer on an information request form or on plain paper and the public information officer shall acknowledge receipt of the application. Where an applicant is having difficulty making a request, including because he cannot describe the information in sufficient

detail or because he is disabled or illiterate, the concerned public information officer shall provide reasonable assistance to the applicant.

The public information officer shall respond to an application as soon as possible and in any case within fourteen working days (Section 10).

Upon failure to provide information according to the stipulated manner, the requester can approach the information commission through a complaint.

### **3. THE ROLES AND RESPONSIBILITIES OF GOOD DEVELOPMENT COMMUNICATION OFFICERS**

### **3.1 Who are the ideal development communication practitioners?**

The following are key characteristics of successful development communication practitioners:

- They understand the process of development, the process of communication, and the environment in which the two processes interact.
- They are knowledgeable in communication skills and techniques as well as proficient in subject matter to be communicated.
- They have internalized the values inherent in equity and the unfolding of individual potential.
- They have firsthand knowledge of the several kinds of end-users of development communication.
- They have a sense of commitment, the acceptance of individual responsibility for advancing human development.

### **3.2 Characteristics of good development communication practitioners**

The following are key characteristics of good development communication practitioners:

- a. SERVICE: Follows, not leads, development priorities
- b. COMMITMENT: Compassionate about people, passionate about development
- c. PROACTIVE: Solution-oriented and uses a needs-based approach on both demand side and supply side of information dissemination
- d. KNOWLEDGE: Multi-skilled and knowledgeable about issues, institutions, gatekeepers, systems, processes, media, audiences, information systems, writing and inter-personal communication prowess

### **3.3 Principal roles and functions of development communication officers**

The following are the key roles and functions of development communication officers:

- Networking – improving access to key stakeholders and audiences for mediation
- Facilitating – bridging the access and information divides between and among key stakeholders
- Interviewing – generating relevant information from key leaders and development sources and planners
- Intermediating – bringing stakeholders closer through information and facilitation
- Interpreting – helping target audiences understand and use information for their benefit
- Technomediation – educating communities about the great value technology confers
- Referring – promoting partnerships by putting key stakeholders in touch
- Researching – organizing group discussions, focus groups, questionnaires, community meetings, etc. to elicit inputs and generate feedback
- Documenting – managing repositories of information, research, studies and records
- Producing – generating relevant information and knowledge materials to supply development communication needs
- Disseminating – sharing information to targeted and general audiences to promote knowledge and aid development actions

### **3.4 Strategizing media outreach**

How can development agenda for media be strategized?

The following are three streams of planning that can help develop a media strategy:

1. Educating media on development or mediation with stakeholders through media
2. Specific target audiences within media or general targeting
3. News as principal driver of development agendas through media or views, opinion and analysis as principal framework of advocacy

EXERCISE: Hold a brief discussion on expectations and personal experiences on each of the following streams of planning:

**Education or mediation** – what is the principal motive of engaging with media on development themes? Can both go together? Which comes first? Why?

**Specific or general** – can media audiences be specified – e.g., reporters, editors, commentators, analysts, media houses? What can each of these audiences offer to advance development agendas? How can this be translated as information and knowledge for end beneficiary communities?

**News or views** – which is more important, news or opinion? How can development themes, information and knowledge be best packaged through media through these two lens?

### 3.5 Challenges of sensitization of media houses on development agendas

Challenges of development agendas related to media houses:

There are several challenges that characterize Pakistani media's inadequate ability to focus on development themes and agendas. On an institutional level, key challenges include the following:

- Principal focus on commercial benefit – independent media in Pakistan, especially the 85% of the sector comprising electronic media, is essentially licensed as a commercial, not community business. This overshadows the need for a development focus.
- Primary focus on politics and business – being commercial, most media in its endeavor to maximize profits focuses on politics and corporate sector, the two principal sources of revenue for them, instead of consumers.
- Guardian of special interests, not public interest – beholden to political and corporate classes for its revenues, media guards their interests (in general, diluted accountability about governance and service delivery issues) instead of public interests (both demand side and supply side of development) as the public does not pay for media content.

### **3.6 Challenges of sensitization of journalists on development agendas**

Challenges of development agendas related to journalists:

There are several challenges that characterize the lack of focus on development themes and agendas by the working journalists of Pakistan. On an individual level, key challenges include the following:

- **SUBJECT:** No ‘development beat’ specified in most media houses – this leaves no incentive for most journalists to aspire to become a ‘development reporter.’
- **KNOWLEDGE:** Generally inadequate knowledge of development themes – most journalists have poor grasp of big picture issues (other than hard politics), especially social development issues leaving usually unfit for development focused reporting.
- **CONTEXTS:** Generally poor knowledge of laws, conventions, policies and programs in both the public and private sector related to development – this adversely affects reporting contexts.
- **CAPACITIES:** Lack of orientation and training on development issues – absence of an institutional interface between the development sector and media sector augments the status quo by keeping journalists without any effective means of career improvement on understanding and reporting on development themes.
- **ACCESS:** Poor access to information on development themes – 95% of Pakistan’s media sector constitutes media and generates content in either Urdu or other regional languages. Most development information and report are available only in English. Because most journalists have difficulty with English language, this mismatch between information and accessibility (and comprehension) discourages their ability to report on development themes.

## **4. HOW TO RAISE THE PROFILE OF DEVELOPMENT THEMES IN MEDIA**



## 4.1 How to sensitize the media on development agendas and themes

To push development agendas for target end beneficiaries through the media, the following is a basic list of priorities that needs to be fed into your media sensitization strategy:

- Create relevance of your institutional mission with the prevailing media dynamic

Pakistan's media is now a 24/7, real-time beast. With a view to the media landscape as briefly outlined above, your media outreach strategy needs to be synced with the following trajectory of media evolution from the last 15 years:

First generation of media reforms – Increase in numbers of media space and media practitioners. This means now you have well-entrenched media houses and practitioners in all four provinces, especially their capital cities and two or three other major cities in each province. Press clubs in the provincial capitals are important sources of engagement for the purposes of information dissemination as they keep data on reporters, their media houses and the beats of reporters.

Second generation of media reforms – Increase in pluralisms. This means both the media and the journalists are diversifying their focus in terms of themes and sectors to report on. More local voices and regional interests are also being catered to. Depending on the geographic and linguistic focus of your work with communities in these regions, you can improve interest of reporters and writers on information with local/regional bent.

Third generation of media reforms – Increase in thematic expertise. This means there is growing interest among media houses and media practitioners to generate thematic content – e.g., education, health, environment, gender, livelihoods, governance, etc. – provided they have access to relevant information sources and case studies.

- Improve access to information and case studies – especially in the ‘news you can use’ format

Access to specialist information on thematic issues is not easy to come by in Pakistan for a majority of media practitioners. Lack of dedicated, user-friendly public sources of information restrict the ability of media practitioners in a real-time reporting

environment. Proceed with the following steps to improve the media's ability to report on development themes:

**Move beyond event reporting** – Most Pakistani reporting is event-based rather than theme-focused, investigative or feature-oriented reporting. Your strategy should be to feed information and backgrounders to journalists on a regular basis that is not only tied to events. Release periodic information to media on various sub-themes of the main theme that your organization works on to generate journalist/media-loyalty to the theme.

**Generate information in local languages** – Most information and reporting produced by development sector organizations is technical and almost always in English language. This dissuades most journalists who work for either English or local/regional language media from even reading through available materials much less use it. The more information you can provide in Urdu and other local languages, the more likely it is to be picked up and used in media stories.

**'Humanize' your information** – The audience of media is people. Most journalists are looking for information that can tell stories that people can relate to. Don't restrict your information to technical concepts and languages. Make case studies of actual people and actual situations, especially geographically focused, part of the information materials you provide journalists.

**Small picture within the big picture** – The information you provide needs to relate to a purpose. Don't just release abstract information. Establish a broader link between right and governance. Avoid broad-stroking and instead, focus on one or two sub-themes, *e.g., EDUCATION (teachers, curriculum, schools, facilities, policies), or HEALTH (hospitals, medicines, healthcare, policies, access)*. Make an effort to link your information with relevant stakeholders and experts rather than being an expert yourself. Be clear about gaps you're trying to address and about your story audiences to base your story on. Help journalists seek out perspectives of affectees / beneficiaries, especially people – preferably multiple perspectives of each beneficiary/affectee groups.

- **Optimizing development perspectives as news, opinion & analysis drivers**

Development perspectives from communities, especially women's voices, are often missed by media. How can media proactively seek out these 'development angles' on everyday issues of politics and economics? The following are some of the ways in which development perspective can be optimized in everyday reporting:

- All human effort is focused on development and progress – all stories are development stories.
- All people have an opinion on anything and everything – what are their 'development perspectives' on any and all issues?

There are thousands of untold stories about issues being faced by people and communities in Pakistan. Most of these stories are not being told. The best thing you can do is help media talk to people – especially your beneficiaries – directly. Let them tell the development stories instead of only you talking about them.

Any, all stories can be made interesting, richer and balanced – facilitate journalists to focus on case studies as the best way to illustrate development themes and they will get interesting perspectives from actual people and situations that you will always miss.

Sometimes, stories aren't so obvious. One of the things that can help in such situations is to look at what is making news and simply asking whether there are development perspectives to the story. It won't work all the time, but often it will.

- **Information and journalism quality indicators**

There are several indicators of information quality and news quality. But some are more important than others. Some of these can be understood, promoted and utilized to produce good development stories, as follows:

- **Components of a complete news story**

The famous “5Ws” (Who, What, When, Where and Why) + “1H” (How) are the minimum ingredients to make a complete news story but not necessarily a good news report. Same goes for information materials for journalists that you prepare and release to them.

To promote development agendas, as development communication officers you need to help journalists perceive the development angles to the information you share with them. To help journalists produce good development news reports the following 5 minimum ingredients, which also serve as quality information and journalism indicators, are necessary:

### **Quality Indicator 1: Subject Oriented**

Good media reports should have clear focus on development issues, i.e., the central focus of reporting should be development, not a side or secondary emphasis. Make sure your information materials for journalists include both the big picture and small picture angles in them.

### **Quality Indicator 2: Case Study-Driven/ Humanized**

Good media reports should have specific reference to development-related case studies/examples. Your information materials should, as often as possible, include perspectives of real people / protagonists who humanize the issue and make it

relevant to end media audiences. This leaves people better informed about the issues highlighted. If your information materials don't include these, facilitate the journalists by providing them details (including contact details) of people and their case studies.

### **Quality Indicator 3: Expert Opinion and Multi-Sourcing**

Good media reports should incorporate views / opinions / perspectives of subject experts who work on issues related to the development theme you're associated with. Provide information to or facilitate the journalists with access to such experts. This brings insight into the issue and helps improve credibility of the report. Multiple sources also add depth to media reports.

### **Quality Indicator 4: Research, Reference & Source**

Good media reports should have facts, figures and statistics related to development - related themes, and references to laws, policies, treaties and/or conventions. Include these in your information materials as this helps contextualize the issue by highlighting its scale and scope and commitment of principal stakeholders.

### **Quality Indicator 5: Identifying and specifying public interest**

Good news media reports should specify why and how the development sub-theme you're focusing on issue will affect public interest, especially key stakeholders, including specific audiences and communities. In your information materials, provide journalists specific written backgrounders that will help them understand and include these in their media reports.

## **4.2 Improve media outreach and partnerships on development agendas**

Goals of engagement:

First and foremost, be clear about the purpose of your media outreach and attendant appropriate methodologies. Keep the end goals in mind. When performing outreach, some of these can include the following:

- Promoting awareness and providing education
- Engagement through eliciting interest and service
- Building relationships and empowerment through partnerships
- Not just raising awareness but also gaining awareness since development is focused on people and people are always good sources for insights about your own work
- Demonstrating the impact of your work and benefit to target audiences

- Promoting sensitization

There is ample proof of underrepresentation of development as a focused subject of media coverage in Pakistan. While there are several reasons for this, a key reason is that not enough is being done to promote advocacy for greater development sensitivity in news media content.

While the development sector can do much better than it is doing in educating stakeholders and sharing information about development agendas and themes, it cannot succeed if it does not directly become a partner of media in pushing development agendas. The development sector's relationship with the media needs to move beyond sharing information and press releases about events and reports and move into the realm of institutional interface and formal partnerships.

Representative associations of media and journalists in Pakistan need to be helped to build upon their successes and strengths to become ready to more effectively deal with the challenges of a discerning and diversifying media consumer market as well as fast-changing socio-political and economic environment and media industry where public interests centered on development themes become a focus of media and its reporting.

The organizational structure of media associations indicate how individuals and teams working within them are coordinated and organized. For effectiveness, the structures need to be consistent with media policies that acknowledge their guardianship of public interest.

Because of the large numbers of journalists (over 18,000) and media workers (estimated to be over 200,000) in Pakistan, media associations have a duty to have their missions and management policies in alignment with development values and principles.

### **Guidelines on affirmative media policies and actions on development**

Promoting development-affirmative media content policies and actions will require structures, leaderships and overall memberships that are open to learning, reforming and changing their way of working, including prioritizing higher standards. Here are some guidelines on how they can become champions of development with the facilitation of development sector as their partner:

- Create programs to educate leadership and members about the need for public interest media focused on development.
- Help create awareness among members about their responsibilities on development issues to support and strengthen public interest as a means to promote demand side and supply side of development.

- Challenge the entrenched structural and policy models that inhibit reform, progress and social development.

## **ANNEXURE: STEP-WISE GUIDANCE TO REQUEST FOR INFORMATION FEDERAL INSTITUTIONS**

Following five steps need to be taken when seeking information from federal public bodies.

#### STEP 1

We have understood that all government records are not public records. Therefore, at the very outset, we need to determine as to whether the information being sought is contained in the records that have been declared as public records under section seven of FOI Ordinance 2002. In other words, we will have to make sure that the information we intend to seek pertains to the following:

- (a) policies and guidelines;
- (b) transactions involving acquisition and disposal of property and expenditure undertaken by a public body in the performance of its duties;
- (c) information regarding grant of licences, allotments and other benefits and privileges and contracts and agreements made by a public body;
- (d) final orders and decisions, including decisions relating to members of public; and
- (e) any other record, which may be notified by the Federal Government as public record for the purposes of this Ordinance.

Furthermore, the information being sought should not be related to the matters exempted from disclosure under FOI Ordinance 2002. For list of exemptions refer to chapter two.

#### STEP 2

You must research to know that which government department has the desired information/ record? Then Find out Who is the concerned officer designated in that department and What is his address. (It is noteworthy that a list of Designated Officers for access of information has been displayed on the Cabinet Division Website: see [www.cabinet.gov.pk](http://www.cabinet.gov.pk))

#### STEP 3

Fill in the form issued by the government for access to information in such a way so as to write very clearly about your desired information. (a copy of the Application form is attached for your guidance)

#### APPLICATION FORM



FOR OBTAINING RECORD UNDER  
FREEDOM OF INFORMATION ORDINANCE, 2002 (XCVI OF 2002)

Name of Applicant -----  
-----

NIC No. ----- (attach a photocopy of the  
NIC)

Father's Name. -----  
----

Address. -----  
-----

-----

Phone No. -----  
--

Name of Public Body from which information is to be obtained-----  
-----

-----

Subject matter of record requested. -----  
-----

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Nature of record requested-----  
-----

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Purpose of acquisition of the information or record-----  
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## DECLARATION

(a) Application Fee of Rs.50/- (Non-refundable) has been deposited with the cash branch

of the department or in State Bank of Pakistan or National Bank of Pakistan or Treasury -

-----vide challan or receipt No.----- dated-----,  
an

original copy of which is attached.

(b) The information obtained would not be used for any purpose other than specified

above.

of Applicant

Signature

## STEP 4

Submit Rs 50/- only as Processing fee and attach the said Receipt with the completed application Form. The Processing fee for Access to information can be submitted either in the cash branch of the said department or State Bank of Pakistan or National Bank of Pakistan or in the National Exchequer in the following respective heads:

Major Head 1300000 other receipts

Minor Head 1390000

Detailed Head 1391221 (fee payable for obtaining information & copies of public record)

## STEP 5

Make a Photocopy of the Completed Application Form for your record

Attach a copy of your National Identity card and the Processing fee Receipt in original to the Completed Application.

Registered Post the said documents (Completed Original Application Form, copy of NIC and Original Fee Receipt) on the address of the Designated officer.

### WHEN WOULD THE RESPONSE COME BACK?

1) Subject to sub-section (2), on receiving an application under section 12, the designated official shall, **within twenty-one days** of the receipt of request, supply to the applicant the required information or, as the case may be a copy of any public record.

### HOW WOULD THE RESPONSE BE MADE?

The Officer Designated to reply is supposed to provide the said record in the form the applicant mentioned in the Application Form, that is a photocopy, or in a C.D, etc

### AND IN CASE OF NO REPLY OR UNSATISFACTORY REPLY:

You must send a written COMPLAINT to the Head of the concerned institution which shall be the SECRETARY of the respective MINISTRY.

### ...STILL IN CASE YOU DID NOT RECEIVE A REPLY WITHIN 30 DAYS OF THE COMPLAINT:

seek the FEDERAL OMBUDSMAN. A Specimen of the Application to be written to the Federal Ombudsman and REGISTERED MAIL

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